

## AMENDMENT TRANSMITTAL LETTER (LARGE)

Applicant(s): Rodriguez et al.

Docket No.

A-7496 (191920-1240)

Serial No.  
10/073,842Filing Date  
February 11, 2002Examiner  
Bui, Kieu Oanh TConfirmation No.  
6628Group Art Unit  
2611

Invention: Management of Television Advertising

RECEIVED

Commissioner for Patents  
Mail Stop Amendment  
P.O. Box 1450  
Alexandria VA 22313-1450

DEC 03 2004

Technology Center 2600

Transmitted herewith is a Petition for Extension of Time (1 month), Response to Non-Final Office Action, Information Disclosure Statement in the above-identified application.

The fee has been calculated and is transmitted as shown below

## CLAIMS AS AMENDED

	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST # PREV. PAID FOR	NUMBER EXTRA CLAIMS PRESENT	RATE	ADDITIONAL FEE
TOTAL CLAIMS	28 -	78 =	0	X \$18.00	\$0
INDEP. CLAIMS	3 -	10 =	0	X \$88.00	\$0
Multiple Dependent Claims (check if applicable)	<input type="checkbox"/>			\$300.00	\$0
EXTENSION FEE	1 <sup>ST</sup> MONTH <input checked="" type="checkbox"/> \$110.00	2 <sup>ND</sup> MONTH <input type="checkbox"/> \$430.00	3 <sup>RD</sup> MONTH <input type="checkbox"/> \$980.00	4 <sup>TH</sup> MONTH <input type="checkbox"/> \$1530.00	\$110.00
Other Fees: Information Disclosure Statement					\$180.00
				TOTAL ADDITIONAL FEE FOR THIS AMENDMENT	\$290.00

No additional fee is required.  
 Please charge Deposit Account No. in the amount of  
 A check in the amount of to cover the filing fee is enclosed. A duplicate copy of this page is enclosed.  
 A Credit Card Payment Form PTO-2038 is attached in the amount of \$290.00.  
 The Director is hereby authorized to charge any deficiencies of the above fees or credit any overpayment to Deposit Account No. 20-0778.

Jeffrey R. Kuester, Reg. No. 34,367

Date

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

FEE TRANSMITTAL  
for FY 2004

Effective 10/01/2004. Patent fees are subject to annual revisions.

O I P E  
S C I T  
U. S. P A T E N T & T R A D E M A R K O F F I C E

NOV 2 2004

## Complete If Known

Application Number	10/073,842
Filing Date	February 11, 2002
First Named Inventor	Rodriguez et al.
Examiner Name	Bui, Kieu Oanh T
Group / Art Unit	2611
Attorney Docket No.	A-7496 (191920-1240)

 Applicant claims small entity status. See 37 CFR 1.27

TOTAL AMOUNT OF PAYMENT (\$ 290.00)

## METHOD OF PAYMENT (check all that apply)

Check  Credit Card  Money Order  Other  None

 Deposit Account

Deposit Account Number

20-0778

Deposit Account Name

Thomas, Kayden, Horstemeyer Risley, L.L.P.

The Commissioner is authorized to: (check all that apply)

Charge fee(s) indicated below  Credit any overpayments  
 Charge any additional fee(s) during the pendency of this application  
 Charge fee(s) indicated below, except for the filing fee to the above-identified deposit account

## FEE CALCULATION

## 1. BASIC FILING FEE

Large Entity Fee Code	Fee (\$)	Small Entity Fee Code	Fee (\$)	Fee Description	Fee Paid
1001	790	2001	395	Utility Filing Fee	
1002	350	2002	175	Design Filing Fee	
1003	550	2003	275	Plant Filing Fee	
1004	770	2004	385	Reissue Filing Fee	
1005	160	2005	80	Provisional Filing Fee	
SUBTOTAL (1)		(\$0)			

## 2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE

Total Claims	28	- 78**=	0	Extra Claims	Fee From Below	Fee Paid
Independent Claims	3	- 10**	0	X 18.00	= 0	
Multiple Dependent		=		X 88.00	= 0	
				300.00	= 0	

## Large Entity

Fee Code	Fee (\$)	Small Entity Fee Code	Fee (\$)	Fee Description
1202	18	2202	9	Claims in excess of 20
1201	88	2201	44	Independent claims in excess of 3
1203	300	2203	150	Multiple dependent claim, if not paid
1204	88	2204	44	**Reissue independent claims over original patent
1205	18	2205	9	**Reissue claims in excess of 20 and over original patent
SUBTOTAL (2)		(\$0)		

\*\*or number previously paid, if greater; For Reissues, see above

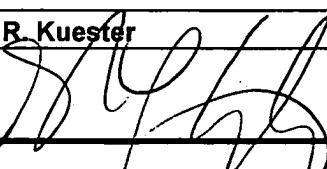
## FEES CALCULATION (continued)

## 3. ADDITIONAL FEES

Large Entity Fee Code	Fee (\$)	Small Entity Fee Code	Fee (\$)	Fee Description	Fee Paid
1051	130	2051	65	Surcharge--late filing fee or oath	Technology Center 2600
1052	50	2052	25	Surcharge--late provisional filing fee or cover sheet	
1053	130	1053	130	Non-English specification	
1812	2,520	1812	2,520	For filing a request for ex parte reexamination	
1804	920*	1804	920*	Requesting publication of SIR prior to Examiner action	
1805	1,840*	1805	1,840*	Requesting publication of SIR after Examiner action	
1251	110	2251	55	Extension for reply within first month	110
1252	430	2252	215	Extension for reply within second month	
1253	980	2253	490	Extension for reply within third month	
1254	1,530	2254	765	Extension for reply within fourth month	
1255	2,080	2255	1,040	Extension for reply within fifth month	
1401	340	2401	170	Notice of Appeal	
1402	340	2402	170	Filing a brief in support of an appeal	
1403	340	2403	170	Request for oral hearing	
1451	1,510	1451	1,510	Petition to institute a public use proceeding	
1452	110	2452	55	Petition to revive- unavoidable	
1453	1,370	2453	685	Petition to revive- unintentional	
1501	1,370	2501	685	Utility issue fee (or reissue)	
1502	490	2502	245	Design issue fee	
1503	660	2503	330	Plant issue fee	
1460	130	1460	130	Petitions to the Commissioner	
1807	50	1807	50	Processing fee for provisional application	
1806	180	1806	180	Submission of Information Disclosure Stmt	180
8021	40	8021	40	Recording each patent assignment per property (times number of properties)	
1809	790	2809	395	Filing a submission after final rejection (37 CFR § 1.129(a))	
1810	790	2810	395	For each add. invention to be examined (37 CFR 1.129(b))	
1801	790	2801	395	Request for Continued Examination (RCE)	
1802	900	1802	900	Request for expedited exam. of a design application	
Other fee (specify)		SUBTOTAL (3) (\$ 290.00)			

\*Reduced by Basic Filing Fee Paid

## SUBMITTED BY

Typed or Printed Name Signature	Jeffrey R. Kuester	Registration No. 34,367	Telephone Number	Complete (if applicable)
			Date	11-24-04

WARNING: Information on this form may become public. Credit Card Information should not  
be included on this form. Provide credit card information and authorization on PTO-2038

This collection of information is required by 37 CFR 1.17 and 1.27. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 37 USC 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.



## CERTIFICATE OF MAILING

I hereby certify that the below listed items are being deposited with the U.S. Postal Service as first class mail in an envelope addressed to:

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

**RECEIVED**

DEC 03 2004

Technology Center 2600

on

11-24-04

Jeffrey R. Kuester

In Re Application of:

Rodrigues et al.

Confirmation No.: 6628

Serial No.: 10/073,842

Group Art Unit: 2611

Filed: February 11, 2002

Examiner: Bui, Kieu Oanh T

Docket No.: A-7496 (191920-1240)

For: **Management of Television Advertising**

The following is a list of documents enclosed:

- Return Postcard
- Petition for Extension of Time - 1 month
- Amendment Transmittal Form
- Fee Transmittal
- Credit Card Authorization - author. \$290.00 (\$110 for 1 mo. EOT; \$180 for IDS)
- Response to Non-Final Office action
- Information Disclosure Statement
- PTO-1449 - citing A-C
- Cited references A-C

Further, the Commissioner is authorized to charge Deposit Account No. 20-0778 for any additional fees required. The Commissioner is requested to credit any excess fee paid to Deposit Account No. 20-0778.